

Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election is a clear example of the dangers of media consolidation.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. But when large companies control the airwaves, we get more of what's good for the bottom line and less of what we need for our democracy. Instead of something produced at "News Central" far away, it's more important that we see real people from our own communities and more substantive news about issues that matter.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the license renewal process needs to involve more than a returned postcard.

If the documentary is aired I will no longer watch several of my favorite programs including FOX NFL Sunday with Pittsburgh beloved ex-Steeler Terry Bradshaw, as well as reruns of Frasier, Friends, and Seinfeld every night. In addition I will boycott all advertisers of WPGH and WPTT and encourage everyone I know to do the same. I will also post those advertisers on as many blogs as I can.

Thank you.